

## Message Text

UNCLASSIFIED

PAGE 01 ATHENS 01924 01 OF 02 071529Z

ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 MMO-04 AID-05  
CIAE-00 FRB-01 INR-10 NSAE-00 USIA-15 TRSE-00  
XMB-04 OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 CCO-00  
OTPE-00 FCC-02 OC-06 BIB-01 EPA-04 EPAE-00 CEQ-01  
OES-07 AGRE-00 INT-05 DOE-11 SOE-02 /113 W  
-----005486 071629Z /46

R 071437Z MAR 78

FM AMEMBASSY ATHENS

TO SECSTATE WASHDC 4854

UNCLAS SECTION 1 OF 2 ATHENS 1924

E.O. 11652: N/A

TAGS: BEXP, AFSP, GR

SUBJECT: COUNTRY COMMERCIAL PROGRAM, GREECE: PRELIMINARY FY 1978  
INPUTS

REF: STATE 33508

1. THE EMBASSY WILL BE PLEASED TO SUBMIT A COUNTRY COMMERCIAL PROGRAM (CCP), AND WELCOMES THE OPPORTUNITY FOR A DIALOGUE WITH WASHINGTON AGENCIES TO DETERMINE BEST PROSPECT CATEGORIES FOR PROMOTIONAL ACTIVITIES IN GREECE DURING FY 1979. WE BELIEVE THE CCP WILL BE ESPECIALLY IMPORTANT NOW THAT GREECE IS MOVING AHEAD TOWARDS FULL MEMBERSHIP IN THE EEC, AND WE LOOK FORWARD TO HAVING TIMELY FINANCIAL AND OTHER SUPPORT FROM WASHINGTON AGENCIES TO CARRY OUT WHAT WE BELIEVE CAN BE AN EFFECTIVE PROMOTIONAL PROGRAM IN GREECE. WE RECOMMEND THE FOLLOWING IN PRIORITY ORDER UNDER SECTION III ENTITLED "CAMPAIGNS."

2. CAMPAIGN NO 1, PRIORITY NO 1 - COMMUNICATIONS EQUIPMENT AND SYSTEMS. GREECE IS EAGER TO MODERNIZE AND EXPAND ITS TELEPHONE, TELEGRAPH AND TELEX FACILITIES AND WE EXPECT THE TELECOMMUNICATIONS MARKET TO INCREASE AT AN AVERAGE ANNUAL RATE OF 10 PERCENT OVER THE NEXT SEVEN YEARS. AN  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ATHENS 01924 01 OF 02 071529Z

AGGRESSIVE PROMOTIONAL EFFORT BY THE EMBASSY OF U.S. COMMUNICATIONS TECHNOLOGY SHOULD RESULT IN OUR GAINING AN INCREASED SHARE OF THE MARKET. WE, THEREFORE, RECOMMEND HOLDING A TECHNICAL SALES SEMINAR IN ATHENS ON COMMUNICATIONS EQUIPMENT, THE RATIONALE FOR WHICH IS OUTLINED IN 76 ATHENS A-181 AND 77 ATHENS A-126. IN THIS CONNECTION, THE EMBASSY WILL SOON BE SUBMITTING A MARKET SURVEY ON TELECOMMUNICATIONS EQUIPMENT.

3. CAMPAIGN NO 2, PRIORITY NO 2 - MINING EQUIPMENT.

THE GREEK GOVERNMENT HAS LAUNCHED A PRIORITY PROGRAM FOR THE RAPID EXPLORATION AND DEVELOPMENT OF GREECE'S MINERAL WEALTH. THE PROGRAM IS DESIGNED TO SUPPORT THE DEVELOPMENT OF INTEGRATED MINERAL INDUSTRY TO EASE GREECE'S DEPENDENCE ON IMPORTS AND TO INCREASE THE COUNTRY'S EXPORT POTENTIAL. GREECE IS ALSO EAGER TO REDUCE ITS COSTLY FUEL IMPORTS AND THUS HAS BEEN PLACING INCREASING EMPHASIS ON THE SEARCH FOR AND DEVELOPMENT OF LIGNITE AND PETROLEUM. MEANWHILE, GREEK MINING OPERATORS HAVE SET AS THEIR TARGET THE INTRODUCTION OF MORE MECHANIZED OPERATIONS USING MODERN AND SOPHISTICATED EQUIPMENT. AS A FOLLOW-UP TO THE SUCCESSFUL MINING TRADE MISSION WHICH VISITED GREECE IN APRIL 1977, WE BELIEVE IT WOULD BE IN OUR INTEREST TO ARRANGE A TECHNICAL SEMINAR DURING FY 1979 ON NEW DEVELOPMENTS IN THE FIELD. FOR A MORE DETAILED ANALYSIS OF PROPOSECTS IN THE MINING FIELD SEE 76 ATHENS A-181, 77 ATHENS A-121, AND 78 ATHENS A-20.

4. CAMPAIGN NO 3, PRIORITY NO 3 - POLLUTION CONTROL

EQUIPMENT. A GROWING PUBLIC AWARENESS OF ENVIRONMENTAL FACTORS, COUPLED WITH GREECE'S EFFORTS TO FURTHER INDUSTRIALIZE HER ECONOMY PREPARATORY TO ATTAINING FULL MEMBERSHIP IN THE EC HAVE RESULTED IN THE ENACTMENT OF STRINGENT POLLUTION CONTROL LEGISLATION. WE BELIEVE THERE WILL BE A GREATLY INCREASED DEMAND IN GREECE FOR POLLUTION CONTROL EQUIPMENT IN THE COMING UNCLASSIFIED

UNCLASSIFIED

PAGE 03 ATHENS 01924 01 OF 02 071529Z

YEARS AND THAT THE PROPOSED VISIT TO THE AREA BY A POLLUTION CONTROL EQUIPMENT GROUP TRAVEL MISSION FROM THE US IN OCTOBER 1978 OFFERS AN EXCELLENT OPPORTUNITY TO ARRANGE AN EFFECTIVE SEMINAR IN ATHENS TO BETTER ACQUAINT GREEKS IN THE PUBLIC AND PRIVATE SECTOR ON THE LATEST US PRODUCTS AND TECHNOLOGY IN THIS FIELD. FOR A MORE COMPLETE DISCUSSION OF THE SUBJECT SEE ATHENS A-9.

5. CAMPAIGN NO 4, PRIORITY NO 4 - FOOD PROCESSING AND

PACKAGING EQUIPMENT. WE ANTICIPATE AN INCREASED DEMAND OVER THE NEXT FEW YEARS FOR FRUIT PROCESSING EQUIPMENT, DAIRY PROCESSING MACHINES, CONFECTIONARY MACHINES, FOOD PACKAGING MACHINERY AND OTHER TECHNOLOGICALLY ADVANCED MACHINERY IN THIS FIELD. THE PROPOSED VISIT IN SEPTEMBER 1979 OF A FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION WOULD BE BOTH TIMELY AND USEFUL FOR ENCOURAGING THE SALE OF SUCH U.S. MACHINERY AND TECHNOLOGY. FOR A MORE COMPLETE DISCUSSION SEE 76 ATHENS A-156; A-181; 77 ATHENS A-126

6. CAMPAIGN NO 5, PRIORITY NO 5 - AGRICULTURAL EQUIPMENT.

THE MODERNIZATION AND RESTRUCTURING OF AGRICULTURE WILL BECOME INCREASINGLY IMPORTANT AS GREECE STEPS UP ITS EFFORTS

TOWARD FULL MEMBERSHIP IN THE EC. THIS IN TURN SHOULD  
STIMULATE THE USE OF MODERN AMERICAN EQUIPMENT AND  
AGRICULTURAL METHODS. VARIOUS MODERNIZING PROGRAMS, INCLUDING  
IRRIGATION AND LAND RECLAMATION PROJECTS, COUPLED WITH  
INCREASED GREEK GOVERNMENT BUDGET APPROPRIATIONS FOR SUCH  
PURPOSES SHOULD OFFER NEW OPPORTUNITIES IN THIS VERY IMPORTANT SECTOR  
OF THE GREEK ECONOMY. IN THIS CONNECTION, WE MAY WISH TO HIGHLIGHT U.  
S.

AGRICULTURAL MACHINERY AND METHODOLOGY AT THE 1979 THESSALONIKI FAIR.  
ANY SUCH EFFORT, HOWEVER, WILL REQUIRE AN EARLY COMMITMENT OF FUNDS  
AND OTHER SUPPORT FOR THE FAIR FROM THE DEPARTMENT OF COMMERCE AND  
OTHER WASHINGTON AGENCIES. FOR A COMPLETE RATIONALE SEE 76 ATHENS  
A-181, AND 77 ATHENS A-126.

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 ATHENS 01924 02 OF 02 071533Z  
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 MMO-04 AID-05  
CIAE-00 FRB-01 INR-10 NSAE-00 USIA-15 TRSE-00  
XMB-04 OPIC-06 SP-02 LAB-04 SIL-01 OMB-01 CCO-00  
OTPE-00 FCC-02 OC-06 BIB-01 EPA-04 EPAE-00 CEQ-01  
OES-07 AGRE-00 INT-05 DOE-11 SOE-02 /113 W  
-----005519 071628Z /46

R 071437Z MAR 78  
FM AMEMBASSY ATHENS  
TO SECSTATE WASHDC 4855

UNCLAS SECTION 2 OF 2 ATHENS 1924

7. CAMPAIGN NO 6, PRIORITY NO 6 - AVIATION AND AVIONICS EQUIPMENT.  
THE U.S. ENJOYS A LEADERSHIP POSITION IN THIS MARKET BUT WE BELIEVE  
A CONTINUED CAMPAIGN IS REQUIRED IF WE ARE TO SUSTAIN OUR MARKET  
SHARE. WE INTEND TO CONTINUE EMBASSY SUPPORT BY PROMOTING  
AMERICAN EQUIPMENT, BOLSTERING WHERE POSSIBLE OUR SUPPORT TO  
GREEK DISTRIBUTORS, AND MAINTAINING THE CLOSE CONTACT WE NOW  
ENJOY WITH THE GREEK CIVIL AIR AUTHORITIES.

8. UNDER SECTION IV ENTITLED "OTHER SPECIAL POST EFFORTS," WE  
CURRENTLY ENVISAGE THE POST'S TRADITIONAL SUPPORT TO AND  
ENCOURAGEMENT OF VARIOUS EVENTS HELD IN GREECE AND ELSEWHERE  
ON AN ANNUAL BASIS. TOPPING OUR LIST IS PARTICIPATION IN THE  
THESSALONIKI FAIR IN SEPTEMBER 1979. THE FAIR AUTHORITIES ARE  
RESTRUCTURING THIS EVENT TO MAKE IT MORE RESPONSIVE TO THE COMMERCIAL  
INTERESTS OF GREECE AND FOREIGN PARTICIPANTS. AT THE SAME TIME,  
AMPLE OPPORTUNITY WILL BE AFFORDED FOR US TO PROJECT THE U.S.

IMAGE AS A LEADING INDUSTRIAL AND COMMERCIAL POWER BACKING THE EXPORT OF AMERICAN PRODUCTS NOT ONLY TO GREECE BUT TO THE MIDDLE EAST AND BALKAN REGIONS FROM WHICH AREAS WE HAVE NOTED INCREASING ATTENDANCE BY BUSINESSMEN AND OTHER REPRESENTATIVES AT THE THESSALONIKI FAIR.

9. IN ADDITION TO OUR CUSTOMARY AND SUCCESSFUL PARTICIPATION IN UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ATHENS 01924 02 OF 02 071533Z

INDEX, SCHEDULED FOR NOVEMBER 1978 WITH A CATALOGUE/VTR EXHIBIT ON "PACKAGING" THE POST ALSO WILL SUPPORT APPROPRIATE EVENTS SCHEDULED IN EUROPE AND BACKED BY THE MILAN AND PARIS IMC'S; SUPPORT FOREIGN BUYERS PROGRAMS IN THE U.S.; AND ENCOURAGE VISITS BY GREEK BUSINESSMEN IN GENERAL. THE POST ALSO IS PREPARING A SCHEDULE OF VISITS TO PRINCIPAL INDUSTRIAL/ COMMERCIAL PROJECTS (MINES, REFINERIES, PUBLIC UTILITIES, ETC) BY MEMBERS OF THE POST'S ECONOMIC/COMMERCIAL STAFF. THE ABOVE EFFORTS WILL, OF COURSE, BE SUPPLEMENTED BY POST MARKET SURVEYS, ALERT REPORTING, AND REPORTING IN DEPTH ON VARIOUS ASCPECTS OF THE GREEK INVESTMENT, BANKING, PHARMACEUTICAL, MINING, SHIPPING, INSURANCE, AGRICULTURE AND OTHER ASPECTS OF THE GREEK ECONOMIC SCENE. MILLS

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 07 mar 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978ATHENS01924  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780102-1180  
**Format:** TEL  
**From:** ATHENS  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t197803100/aaaadgoe.tel  
**Line Count:** 197  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** e00481b7-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EB  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 STATE 33508  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3100957  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** COUNTRY COMMERCIAL PROGRAM, GREECE: PRELIMINARY FY 1978 INPUTS  
**TAGS:** BEXP, AFSP, GR  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/e00481b7-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014